

# INFORMATION LETTER

## NATIONAL CANNERS ASSOCIATION

Not for  
Publication

For Members  
Only

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### Washington Laboratory in Seasonal Field Program

Seasonal field activities of the N.C.A. Washington Research Laboratory are in full swing, with staff members conducting factory studies in four separate locations.

The mobile bacteriological laboratory, manned by C. W. Bohrer and John Yesair, is located in Delaware and is being used in investigations of control of flat sour spoilage in tomato juice. Nearby, in Maryland, H. A. Cox is determining sterilizing rates in a special type of agitating retort set up in a corn canning operation.

A third project is being conducted in Georgia, where J. M. Reed is conducting studies on the processing of pimientos. Finally, seasonal studies on methods of canning waste disposal, including high-rate aeration, are being carried forward in Wisconsin by R. A. Canham and S. A. Ebbert.

Although the headquarters Laboratory staff is thus somewhat depleted, research and service activities are continued. Members are reminded that requests for service will be cheerfully received and handled to the best ability of the staff.

### Study Seeks Objective Tests for Measuring Maturity

The Technical Advisory Committee to the N.C.A. Labeling Committee has begun a comprehensive study of whole kernel corn and pumpkin and squash as part of a continuing effort to test various objective methods for determining maturity and to define limits for the various descriptive terms recommended in the N.C.A. Labeling Manual.

In the usual pattern of testing, a product is studied for three successive seasons. A number of samples are collected each year from regular commercial production and are tested by the particular method or methods under study. The samples are then rated organoleptically by a panel of experienced graders and the results obtained by the objective method are evaluated by comparison with the panel scores. When they are assured that the method under test is satisfactory, the Committee recommends limits that will serve to define the various descriptive terms that are recommended in the Labeling Manual for that product. The suggested limits are submitted to the industry for a trial period before they are finally adopted for inclusion in the Manual.

Last year the Committee completed three years of work with Early June peas and lima beans. As a result of

this work they recommended tentative limits of alcohol insoluble solids in connection with the descriptive terms.

The work this year will follow the pattern established in previous studies. The work on pumpkin and squash will be conducted in the laboratories of members of the Committee. The experimental work on whole kernel corn will be conducted by the N.C.A. Washington Research Laboratory.

### Canned Tomatoes for USDA

An offer to buy canned tomatoes packed during 1957 for use in the school lunch program was announced by USDA August 22.

Offers will be considered on No. 10, No. 2½, and No. 2 can sizes, but No. 10's are preferred. Purchases will be made on an offer and acceptance basis, using funds appropriated under the National School Lunch Act.

Invitations to offer canned tomatoes for school lunch use, including detailed specifications, are being mailed by USDA to known tomato canners.

Offers must be received by the Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., by 5 p.m. September 6 for acceptance no later than September 13. Delivery will be required during the period September 30 through November 4.

### USDA Considers Canned Peas for Plentiful Foods List

USDA gave consideration this week to placing canned peas on its Plentiful Foods list, as requested by a sizable segment of the industry, so as to help move the current large supply of canned peas into consumption.

Foods on the Department's Plentiful Foods list, which is issued monthly and revised in the light of supply and demand conditions, are the subject of special USDA promotion efforts in addition to whatever drives may be staged by trade groups.

The USDA has before it a letter from the N.C.A. supporting the requests from pea canning areas that canned peas be placed on the list as soon as possible.

Although the pack figures for this year are not available, all industry reports are in agreement, the N.C.A. wrote, that the total will be well above the average for the past several years; and this, combined with the carryover from the 1956 pack, assures consumers of a plentiful supply of one of the industry's most important commodities at relatively low prices.

N.C.A. told USDA that a number of special promotions of the new pack are already under way and that others will follow.

### Canned Peas for School Lunch

Purchase of 279,758 cases of canned peas of the 1957 pack for distribution in the school lunch program was announced by USDA August 22.

Purchases consisted of 257,491 cases of No. 10 cans at an average price of \$3.30 per case and 22,267 cases of No. 303 cans at an average price of \$2.06 per case after cash discount, f.o.b. shipping points.

Purchases were made in Illinois, Maryland, Michigan, Minnesota, New York, Utah, Washington, Wisconsin, and Wyoming. All of the canned peas were Grade B (Extra Standard).

Delivery will be required during the period September 9 through October 7.

## New Insect Repellent

A new all-purpose insect repellent—diethyl toluamide—has been released by the USDA for commercial use, and is reported to be the best so far developed.

The new repellent can be safely applied to the skin or clothing and successfully protects the wearer against mosquitoes, chiggers, ticks, fleas, and biting flies. USDA reports that it provides long-lasting protection for people who work outdoors and that one of its best features is its resistance to rubbing.

## Personal Income in July

Personal income in July was at a seasonally adjusted annual rate of \$345½ billion, about \$750 million higher than in June, according to the Office of Business Economics, U. S. Department of Commerce.

The aggregate income flowing to individuals from current production rose at an annual rate of \$1 billion in July, with the bulk of the increase occurring in wage and salary adjustments. The rise in total payrolls from June to July reflected increases in most nonmanufacturing industries—particularly trade, services, and state and local governments, where employment gains were strongest.

Personal income in the first seven months of 1957 was at an annual rate of \$341 billion—\$19 billion or 6 percent higher than in the corresponding period of 1956.

## 1957 Cranberry Production

The 1957 cranberry crop is estimated at 1,020,000 barrels, 5 percent more than the crop harvested in 1956 and 9 percent above average, according to the Crop Reporting Board of USDA.

On the basis of August 15 conditions, the indicated 1957 production is above last year in all of the five states except Wisconsin. The crop is above average in Wisconsin, Washington, and Oregon.

State	10-year ave.		1957 Indicated change	Percent change from 1956
	1948-55	1955		
Mass.	560,000	452,000	520,000	+15
N. J.	89,100	73,000	75,000	+3
Wis.	222,500	340,000	310,000	-9
Wash.	47,500	64,700	70,000	+8
Ore.	20,300	40,000	45,000	+12
Total, five states	940,000	969,700	1,020,000	+5

## Stocks of Apples, Applesauce, Lima Beans, and Corn

Reports on cannery stocks of canned apples, applesauce, lima beans, and corn on August 1 and season shipments to that date have been issued by the N.C.A. Division of Statistics.

### CANNED APPLES

	1955-56	1956-57
(basis 6/10)		
Carryover, Aug. 1.....	1,038,302	988,500
Total pack.....	3,586,000	3,916,709
Total supply.....	4,624,908	4,905,308
Stocks, Aug. 1.....	988,500	1,236,139
Shipments during July.....	241,033	238,532
Shipments, Aug. 1-Aug. 1.....	3,636,300	3,660,169

### APPLESAUCE

	1955-56	1956-57
(actual cases)		
Carryover, Aug. 1.....	2,423,750	1,833,641
Total pack.....	13,476,897	15,339,316
Total supply.....	15,900,647	17,172,957
Stocks, Aug. 1.....	1,833,641	3,310,373
Shipments during July.....	874,534	963,277
Shipments, Aug. 1-Aug. 1.....	14,067,000	13,862,584

### CANNED LIMA BEANS

	1955-56	1956-57
(actual cases)		
Carryover, Aug. 1.....	969,604	1,074,280
Pack.....	3,179,461	3,730,759
Total supply.....	4,149,065	4,805,019
Stocks, Aug. 1.....	1,074,280	*1,246,737
Shipments, May 1-Aug. 1.....	642,219	706,166
Shipments, Aug. 1-Aug. 1.....	3,074,785	3,558,202

\* Carryover from 1956 pack into 1956-57 season.

### CANNED CORN

	1955-56	1956-57
(actual cases)		
Carryover, Aug. 1.....	5,321,510	2,145,512
Pack.....	29,208,829	42,244,516
Total supply.....	34,529,849	44,390,028
Stocks, Aug. 1.....	2,145,512	*5,832,057
Shipments during July.....	1,149,479	1,088,366
Shipments, Aug. 1-Aug. 1.....	38,554,566	38,757,971

\* Carryover from 1956 pack into 1956-57 season.

## 1957 Pack of Asparagus

The 1957 pack of canned asparagus totaled 6,769,208 actual cases, compared with the 1956 pack of 6,245,072 cases, according to a report by the N.C.A. Division of Statistics.

State	1956	1957
(actual cases)		
Green:		
Md. and Del.	259,970	304,052
New Jersey	641,023	725,413
Illinois	603,916	606,245
Michigan	719,522	707,638
Wash. and Ore.	510,937	509,507
California	1,263,860	1,003,769
Other states	233,235	230,475
Total green	4,282,372	4,780,069
White:		
California	1,902,703	1,983,109
U. S. Total	6,245,072	6,769,208

## N.C.A. Promotional Activities

A guest editorial by N.C.A. Secretary Carlos Campbell in the August 19 edition of *Food Field Reporter* reviews some of the principles in N.C.A. promotional activities in behalf of the canning industry.

The article points out that canned foods are accepted and used by consumers everywhere, and the problem of increasing canned foods consumption has to do with frequency of use.

Throughout its history, the article states, N.C.A. has maintained programs designed to promote consumer acceptance of canned foods. "There is good reason to believe that these programs had been effective and should be continued, in fact, expanded." An analysis of this operation, however, revealed the need for coordination of all of the N.C.A. promotional activities, he continued. The article concludes:

"The initial step in acquiring professional status was the employment of a public relations agency that had demonstrated its outstanding ability through successfully operating a number of similar ventures in the food field. Another essential step in this process was the 'division of labor' operation. Each of the various groups interested in promoting canned foods concentrated its efforts in a particular field. Consequently, the fact that the trade association cannot properly enter all of the fields of promotion does not mean that all of these bases have not been adequately covered."

"In fact, by staying out of advertising and other promotional activities that properly belong outside of the trade association, it has encouraged each group to concentrate in that promotional activity for which it is best qualified. The net result has been that the promotion program for the entire canned food industry has increased in volume, and, we believe, has been more effectively administered."

## Canners Technicians Schools

The school sponsored by the Indiana Canners Association for instruction in the Howard mold count on tomato products had a total enrollment this year of 73 students representing 39 canning firms, rather than the total previously reported.

The Indiana association also sponsored a school for instruction in the detection of extraneous material, and this was attended by 10 students representing 9 firms.

## Nuclear Test Publicity

A radio interview between Katherine R. Smith, Director of the N.C.A. Consumer Service Division, and Nelson H. Budd, Director of the Information Division, recorded some time ago for distribution on "Air Mail Personal," a show syndicated by Dudley-Arden-Yutzy, the public relations counsel acting for N.C.A. in its Consumer and Trade Relations Program, will be heard on the following 12 stations:

Station	Date
WMOG, Brunswick, Ga.	September 6
WJER, Dover, Ohio	September 6
WLDB, Atlantic City, N. J.	September 13
WSNJ, Bridgeton, N. J.	September 13
WBOU, South Orange, N. J.	September 13
WFEC, Manchester, N. H.	September 13
WFAC, Augusta, Me.	September 13
WWRI, West Warwick, R. I.	September 13
KORK, Las Vegas, Nev.	September 13
WHBL, Newark, N. J.	September 13
WNRI, Woonsocket, R. I.	September 20
KCAP, Helena, Mont.	September 20

In the interview Mr. Budd describes the nuclear tests of canned foods conducted by the N.C.A. laboratories on the Nevada test site in 1955 and speaks of their favorable showing at their several exposures. Miss Smith advises housewives regarding safe handling of exposed food packages.

## Workbasket Magazine

In the August issue of *Workbasket* magazine a four-page feature, "Canned Meats," has nine recipes showing quick and easy ways to serve canned meats and is illustrated with five black and white pictures.

In the introduction the author points out that August is an ideal month to cut kitchen-hours with canned meats. "Many of these meats are ready for the table as they come from the can; others need only to be heated. All will provide body builders for your family."

Information on buying canned meats is given, and the following are used in the recipes: luncheon meat, ham, corned beef hash, beef stew, hamburgers with gravy, and Vienna sausage. Other canned foods suggested are: mushrooms, apricot nectar, kidney beans, and tomato juice.

*Workbasket* has a subscription and newsstand circulation of approximately 1,430,000.

## Indiana Canners Association

The Indiana Canners Association has moved its headquarters to Indianapolis and has established its office there at 2120 N. Meridian St., Indianapolis 2, Ind. Warren R. Spangle continues as executive secretary.

## Independence for Malaya

Malaya, the world's leading producer of tin, is to achieve independence within the British Commonwealth on August 31.

The Federation of Malaya will have a constitutional monarchy, its chief executive being elected for a five-year term. The legislative authority will be vested in a bilateral Parliament, which may not be formed until 1959.

Leaders of the new government have announced a policy of encouraging foreign capital to enter Malaya and persuading existing capital to remain.

### QMC Requirements for Canned Foods

Tentative requirements for a number of canned food items from the 1957 pack to meet the requirements of the armed forces were announced August 21 by the Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill. Procurement will be made by the Military Subsistence Market Centers.

Following are the estimated requirements, with grades, types, container sizes, and pounds furnished in the official announcement and the conversion to cases furnished by N.C.A.:

Item	Grade	Type	Can Size	Quantity (pounds)	Quantity (cases)
Lima beans.....	A (Fancy) or B (Ext. Std.)	I (b) (all sizes except midget)	24/No. 303..... 6/No. 10.....	809,000 6,428,000	33,708 163,147
			Total.....	7,237,000	
Tomato catsup.....	A (Fancy)	I	6/No. 10..... 24/14-oz. bottle..	10,895,000 10,817,000	252,784 515,095
			Total.....	21,712,000	
Chili sauce.....	A (Fancy)		12/12-oz. bottle..	1,254,000	139,333
Corn, whole grain....	A (Fancy) or B (Ext. Std.)	white or golden, Style No. II (a)	24/No. 303..... 6/No. 10.....	500,000 12,325,000	20,833 300,673
			Total.....	12,825,000	
Figs.....	A (Fancy)	I (Kadota)	2/No. 10..... 24/No. 2½.....	1,197,180 387,100	28,504 8,602
			Total.....	1,584,280	
Tomatoes.....	B (Ext. Std.)	whole or large pieces; Type No. I or II, No. 303 size can; and Type I, No. 10 size can	24/No. 303..... 6/No. 10.....	2,713,000 31,614,000	113,042 827,592
			Total.....	34,327,000	
Plums.....	A (Fancy)	I	6/No. 10..... 24/No. 2½.....	3,181,596 306,800	78,558 6,818
			Total.....	3,488,396	
Dehydrated apples..		II (pie style)		127,474	

## The Agricultural Exemption in Interstate Trucking

USDA has published a review of the so-called "agricultural exemption," the provision of the Interstate Commerce Act which exempts motor carriers of certain agricultural commodities from economic regulation by the Interstate Commerce Commission.

The agricultural exemption comprises three subsections of Section 203(b) of the Interstate Commerce Act. The intent of the Congress in writing this exemption into law and in broadening it has been variously interpreted by various groups. The USDA publication, therefore, reviews both the legislative history and the judicial history of the exemption.

Two recent opinions of the Supreme Court are cited. In one, in 1956, the Supreme Court concluded that a motor vehicle hauling fresh and frozen poultry was exempt from ICC regulation because the commodity retains a "continuing substantial identity" through its processing and is not a manufactured product. The Court also has upheld a decision of a lower court which relied on the "continuing substantial identity" test in deciding that frozen fruits and vegetables also are exempt as not being manufactured products.

Copies of the report, *The Agricultural Exemption in Interstate Trucking* (Marketing Research Report No. 188), are available from the USDA.

## Status of Legislation

**Alaska statehood**—H. R. 7999, to provide statehood for Alaska, was reported by House Interior and Insular Affairs Committee June 25. S. 49, Alaska statehood, and S. 50, Hawaii statehood, were approved by Senate Interior Committee July 30.

**Defense procurement**—S. 1537 (McClellan of Ark. and McCarthy of Wis.) and a number of companion bills in the House, to create a "Supply and Service Administration" in the Department of Defense for purchase and distribution of common supply items, in line with Hoover Commission recommendations, have been introduced and referred to Armed Services Committees.

**FDA food additives**—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, H. R. 8390 (Harris of Ark.), H. R. 8629 (Wolverton of N. J.) and other food additives bills were the subject of hearings by the Health and Science Subcommittee of the House Commerce Committee July 15-24 and August 6-7. N.C.A. supports H. R. 8390 and H. R. 8629.

**FDA reexports**—H. R. 6456, to amend FDA authority on reexportation of seized articles, was passed by the House Aug. 5 and by the Senate Aug. 20 and sent to the President.

**Fisheries loan fund**—S. 2720, to increase the loan fund authorization from \$10 million to \$13 million, was passed by the Senate Aug. 20.

**Fishermen's Protective Act**—S. 1483, to broaden protection of fishermen on the high seas, was reported by Senate Commerce Committee August 7, and H. R. 5526, with amendment, was reported by House Fisheries Committee August 15.

**Government contracts**—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, has been referred to House Judiciary Committee.

**ICC agricultural exemption**—S. 1689 (Magnuson of Wash.) and H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (b) (6) of the Interstate Commerce Act, have been introduced.

**ICC private carrier definition**—S. 1677 (Magnuson of Wash.) and H. R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of hearings by the Senate Surface Transportation Subcommittee May 6-10.

**ICC private carrier registration**—S. 1490 (Magnuson of Wash.) and H. R. 5564 (Harris of Ark.), to require private motor carriers to register with the ICC annually, was approved by the Senate Surface Transportation Subcommittee April 12 and

further action on the bill has been postponed indefinitely.

**Marketing orders, cranberries**—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20. N.C.A. opposes.

**Packers and Stockyards Act**—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, was reported by the Senate Judiciary Committee July 18 and is listed for early Senate consideration.

**Potato marketing and labeling**—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee April 15-16 and by the Senate Agriculture Committee May 21-22. N.C.A. opposes application to canning.

**Poultry inspection**—Conference report on S. 1747, providing for compulsory USDA inspection of poultry products, was adopted by the House Aug. 16 and by the Senate Aug. 19 and sent to the President.

**Premerger notification**—H. R. 7698 (Celler of N. Y.), to require 60 days notice prior to merger of corporations having total book value of more than \$10 million, was reported by House Judiciary Committee May 28.

**Raw product bargaining**—S. 1743 (Aiken of Vt.), to legalize organized bargaining for agricultural commodities under certain conditions, has been referred to Senate Agriculture Committee, which has requested USDA

views; and H. R. 6799 (Bow of Ohio) and H. R. 7807 (Bentley of Mich.) have been referred to House Judiciary Committee. No action scheduled.

**Reorganization Act**—S. 1791, to extend to June 1, 1959, the authority of the President to reorganize the executive branch, was passed by the Senate June 1 and by the House, with amendments, July 10, and sent to conference Aug. 21.

**Robinson-Patman Act**—S. 11 (Keafaver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was approved without recommendation, by Senate Antitrust Subcommittee June 21 and is pending before the Judiciary Committee.

**Wage-Hour**—S. 1853 (Kennedy of Mass.), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7. The Senate Labor Committee considered the bill in executive session on May 22, May 28, June 5 and June 25-26 but took no final action. House bills were considered by House Labor Subcommittee in executive session June 3, June 14, and June 18-20.

**Waste disposal**—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipscomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

**White Act**—S. 2349, to repeal a requirement on escapement of Alaska salmon, was passed by the Senate Aug. 20, and H. R. 9280 was passed by the House Aug. 22.

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